CLAIMS

What is claimed is:

1.   An advertising system using a printing apparatus comprising:

a layout setter providing layout information regarding document data and advertisement data to be printed on a paper;

a document data processor that creates print data for a document by converting the document data into a predetermined printing apparatus description language based on the layout information provided by the layout setter, the document data generated using a predetermined application program;

an advertisement data processor creating print data for an advertisement by processing a predetermined advertisement data according to the layout information provided from the layout setter; and

a combining unit combining the print data for the document sent from the document data processor and the print data for the advertisement sent from the advertisement data processor to create combined print data including the advertisement.

2.   The system of claim 1, further comprising an advertisement server connected to the advertisement data processor via a network and providing the predetermined advertisement data to the advertisement data processor.

3.   The system of claim 1, wherein the layout setter sets one of first through third layouts, the first layout in which the advertisement data is illustrated in an advertisement area of the paper, the second layout in which the advertisement data is illustrated in a divided area of the paper, and the third layout in which the advertisement data is illustrated in the entire area of the paper.

4.   The system of claim 2, wherein the layout setter sets one of first through third layouts, the first layout in which the advertisement data is illustrated in an advertisement area of the paper, the second layout in which the advertisement data is illustrated in a divided area of the paper, and the third layout in which the advertisement data is illustrated in the entire area of the paper.

5.   The system of claim 3, wherein the document data processor scales down a size of the document data according to a predetermined ratio when the first or second layout is selected.

6.   The system of claim 3, wherein the advertisement data processor performs watermark processing for the advertisement data when the third layout is selected.

7.   The system of claim 4, wherein the document data processor scales down the document data according to a predetermined ratio when the first or second layout is selected.

8.   The system of claim 4, wherein the advertisement data processor performs watermark processing for the advertisement data when the third layout is selected.

9.   The system of claim 2, wherein the advertisement server provides the advertisement data to the advertisement data processor, based on user information.

10.   An advertising method using a printing apparatus comprising:

creating layout information regarding document data and advertisement data to be printed on paper;

converting the document data into print data for a document, based on the created layout information and printing apparatus setting information, the document data generated using a predetermined application program;

creating print data for an advertisement by processing a predetermined advertisement data based on the created layout information;

creating combined print data including the advertisement by combining the print data for the document and the print data for the advertisement; and

printing the combined print data including the advertisement.

11.   The method of claim 10, wherein the layout information contains at least one of a desired layout, a scale-down ratio of a display size for the document data, and an intensity information of watermark processing.

12.   The method of claim 10, wherein the predetermined advertisement data is provided from an advertisement server connected to a network.

13.   A computer readable recording medium storing programs executable by a computer, wherein the programs comprise:

a first program creating layout information containing layouts of document data and advertisement data to be printed on a paper, a scale-down ratio of a display size of the document data, and watermarking intensity information;

a second program converting the document data into print data for a document based on the layout information and printer setting information, the document data generated using a predetermined application program;

a third program creating print data for an advertisement by processing a predetermined advertisement data based on the layout information; and

a fourth program creating combined print data including the advertisement by combining the print data for the document and the print data for the advertisement.

14.   A machine readable storage storing at least one program controlling a computer according to a process comprising:

providing selectable layout information regarding document data and advertisement data to be printed on paper, converting the document data into print data based upon the selected layout information upon printing the document data, creating print data for a predetermined advertisement based upon the selected layout information, creating combined print data including the advertisement by combining the print data for the document data and the print data for the advertisement, and printing the combined print data including the advertisement.

15.   The storage of claim 14, wherein the selectable layout information comprise one of first through third layouts, the first layout in which the advertisement is printed in an advertisement area on a paper, the second layout in which the advertisement is printed in a divided area of the paper, and the third layout in which the advertisement is printed in the entire area of the paper.

16.   An advertising method, comprising:

printing a combined print data of a document and an advertisement in response to a request to print the document.

17.   An advertising method, comprising:

providing office type printing services using a printing device;

generating a combined print data of a document and an advertisement in response to a request to print the document by the printing device; and

printing the combined data by printing device.

18.   The method of claim 17, further comprising:

providing selectable print layouts and combining the document and advertisement print data according to the print layout.

19.   The method of claim 17, wherein the advertisements are according to a user information.

20.   A printer, comprising:

a programmed processor providing selectable layout information regarding document data and advertisement data to be printed on paper, converting the document data into print data based upon the selected layout information upon printing the document data, creating print data for a predetermined advertisement based upon the selected layout information, creating combined print data including the advertisement by combining the print data for the document data and the print data for the advertisement, and printing the combined print data including the advertisement.